



# Mahindra TRANSPORT EXCELLENCE AWARDS 2014

## HIGHLIGHTS OF THE EVENT

### Ensuring truck drivers are safe



Ms. Ravinder Kaur of Dashmesh Punjabi Dhaba was the national winner in the Highway Dhaba Category. She got a standing ovation for thinking alternatively. Not only has her dhaba served healthy and tasty food, but also helped drivers in distress.



The eminent members of the panel were (L to R) Mr. Jasjit Sethi, CEO, TCI Supply Chain Solutions, Prof. G. Raghuram, Dean of Faculty, IIM Ahmedabad, Mr. V.L. Patankar, Director, IAHE, Mr. Sanjay Bhandopadhyaya, Joint Secretary, Govt. of India, Ministry of Road Transport, Dr. Manoj Singh, Advisor, Niti Ayog, Mr. Gaurav Karnik, Partner, Tax & Regulatory Services, Ernst & Young LLP and Sourabh Rohilla, Deputy Director, SIAM

## Mahindra awards excellence in transport sector

At the biggest celebration of Indian transport—the Mahindra Transport Excellence Awards—truck drivers' daughters, a lady dhaba owner and transport personalities stole the hearts of all those present

It was, indeed, a momentous day in the calendar of the transport industry. As the evening of February 25 unfolded, glitz and glamour was combined with excellence and outperformance. In its annual endeavour, Mahindra Trucks and Bus Division, recognised the unsung heroes in the transport ecosystem and presented the fourth edition of the Mahindra Transport Excellence Awards in New Delhi. The effort was supported by the Ministry of Road Transport and Highways.

Fleet owners, fleet drivers, commercial vehicle mechanics, highway dhaba-owners, and many others, who looked beyond conventional boundaries and brought excellence to work, were all given their due. They walked that extra mile and made positive changes in their own way. Mahindra Trucks and Bus Division patted the

backs of these men and women who took up the cudgels to take the transport sector to a new level of excellence.

In addition, under its Saarthi Abhiyaan, Mahindra gave away as many as 1,000 scholarships to the



daughters of truck drivers in this financial year.

Expressing pleasure over the initiative, Mr. Anand Mahindra announced another 1,000 scholarships the next year. Addressing the gathering, he said it was a small step towards "Beti Bachao Beti Padhao Andolan" envisioned by Prime Minister Narendra Modi.

"When you educate a girl, you educate a family...when you educate a family, you educate a community...and when you educate a community, you educate a nation," he said.

Mr. Nalin Mehta, who presented a report card of the awards programme, said it was becoming bigger and better with each passing year even as the quality of the entries was improving. Speaking about the scholarships, he said that educating a girl has far-reaching consequences.

While presenting the awards, Mr. Nitin Gadkari, Minister of Road Transport, Highways and Shipping, appreciated the company's Corporate Social Responsibility initiative to educate daughters of drivers, train drivers and provide health services to drivers' families. The minister said he wanted to bring improvement to road transport and

announced a volley of plans for the future. He announced the construction of a nationwide highway network, which is planned to be at a speed of 30km per day. He stressed upon modernisation of regional transport office (RTO)'s procedures towards toll permits and vehicle reg-

istrations. This would ensure that truckers would no longer have to visit RTOs or get stuck at toll plazas. This, he said, would lead to higher productivity and turnaround in the road transportation sector.

"Knowledge is of no value unless you put it into practice," said Dr. Pawan Goenka, as he informed the audience about the Light of Knowledge. He said that Mahindra has involved the next generation in

the transport ecosystem by starting initiatives such as MPOWER, War Room and Mentor Summit in association with IIM-Ahmedabad.

The grand jury comprised, among others, Mr. Sanjay Bhandopadhyaya, Hon'ble Joint Secretary, Ministry of Road Transport and Highways; Mr. Rajeev Lochan, Director, Road Safety, Ministry of Road Transport and Highways; Prof. G. Raghuram, Professor, Public Systems Group, Dean, IIM-Ahmedabad; Mr. Vishnu Muthur, Director General, Society of Indian Automobile Manufacturers; Mr. Vinnie Mehta, Director General, Automobile Component Manufacturers Association; Ms. Arushi Baluja Sahi, Director, Driver Training and Road Safety Education, IRTE; Mr. Samir Ahluwalia, CEO, Content, Zee Media; and Mr. Nikunj Sanghi, Director, International Affairs, Federation of Automobiles Dealers Association.

### Taking the business to a new level



As a tribute and heartfelt gratitude to the doyens of the industry, the Lifetime Achievement Award was instituted for the first time ever. Mr. Rajan Wadhwa, CE—Truck, Power Train Division & Head—MRV, Mahindra & Mahindra, during his concluding address, highlighted the theme of this coveted award and invited Dr. Goenka to announce the name of Mr. D. P. Agarwal, Vice Chairman and Managing Director of TCI Ltd. for taking the Transport Excellence Awards a notch higher as an institution. Mr. Agarwal's son Chander, who is also MD, TCI Ltd, accepted the award on his behalf.

### They performed better than the best



The most popular and the most coveted award, the Super Outperformer Driver Award in Fleet Driver Category was awarded to Mr. Kumarasamy R and Mr. Thanarasu P. of Saravanan Transport. They won a brand new Mahindra Truxo 25 truck. Mr. Charan Yadav of Globe Ecologistics Pvt. Ltd. was the first runner-up and Indrajeet Yadav of Shri Dinesh Roadlines was the second runner-up in this category.

### Saarthi Abhiyaan for the daughters



Some of the daughters of truck drivers from different parts of the country, who were awarded the Saarthi Abhiyaan scholarships participated in the performance of a special song—the Mahindra Rise Anthem. Under its Saarthi Abhiyaan, Mahindra gave away as many as 1,000 scholarships to the daughters of truck drivers in this financial year. The initiative was lauded by Union Minister for Road Transport, Highways and Shipping, Nitin Gadkari, who praised Mahindra's effort towards the Truck Driver community symbolised by the Mahindra Saarthi Abhiyaan. Mr. Anand Mahindra, Chairman and Managing Director added that the initiative was Mahindra's small step towards "Beti Bachao Beti Padhao Andolan".

### Light of Knowledge for Next Gen



The Light of Knowledge was introduced to the audience in the presence of Professor G Raghuraman, Dean of Faculty, IIM-Ahmedabad; Professor Deblit Roy of IIM-Ahmedabad; Ms Mallika Sarabhai, artist, social worker and creator of Right Brain Awakening Workshop. Dr. Pawan Goenka informed that the two-year-old initiative has produced five batches. He added that the programme had seen 141 next-gen entrepreneurs getting enlightened. Mahindra & Mahindra has involved next generation entrepreneurs in the transport ecosystem by starting initiatives like MPOWER, War Room and Mentor Summit in association with IIM-Ahmedabad.

### KUDOS TO THE WINNERS OF MAHINDRA TRANSPORT EXCELLENCE AWARDS 2014

**SAFETY AWARDS**  
**HAZARDOUS/ODC**  
WINNER: Rhenus Logistics India Pvt. Ltd.  
RUNNER-UP: Globe Ecologistics Pvt. Ltd.  
**NON-HAZARDOUS**  
WINNER: Shri Dinesh Roadlines  
RUNNER-UP: Rhenus Logistics India Pvt. Ltd.

**FLEET OWNER CATEGORY**  
**AUTOMOTIVE SEGMENT**  
WINNER: Ganpati Carrying Corp. Ltd.;  
RUNNER-UP: LTC Logistics (P) Ltd.  
**DRY BULK & CEMENT SEGMENT**  
WINNER: Ammayapper Roadways

**FINISHED METALS SEGMENT**  
WINNER: Transport Corporation of India Ltd.  
RUNNER-UP: Inland World Logistics Pvt. Ltd.  
**OPEN SEGMENT**  
WINNER: Sri Sendraya Perumal Transport and Logistics  
RUNNER-UP: Globe Ecologistics Pvt. Ltd.

**LADY TRANSPORT PERSONALITY**  
WINNER: Hema Prava Devi, Mukti Petrochem  
RUNNER-UP: Reshma Dua, J.C. Trailer Service (P) Ltd.

**YOUTH TRANSPORT PERSONALITY**  
WINNER: Vikrant Kapoor, Kapoor Diesels Garage Pvt. Ltd.  
RUNNER-UP: S. Natesh Shankar, Bharath Swift Logistics Pvt. Ltd.

**FLEET DRIVER CATEGORY**  
**SUPER OUTPERFORMER DRIVER:** Kumarasamy R & Thanarasu P., Saravanan Transport  
**RUNNER-UP:** Charan Yadav, Globe Ecologistics Pvt. Ltd.; Indrajeet Yadav, Shri Dinesh Roadlines.

**HIGHWAY DHABA CATEGORY**  
**NATIONAL WINNER:** Dashmesh Punjabi Dhaba (South)  
**REGIONAL WINNERS:** Hotel Shree Dev Narayan (North); Shukla Hotel (East); Babbli Da Dhaba (West).

**COMMERCIAL VEHICLE MECHANIC CATEGORY**  
**NATIONAL WINNER:** Biswakarma Motor Garage (East)  
**REGIONAL WINNERS:** Kale Mistry Motor Garage (North); Aftab Motor Garage (West); Mathin Lorry Mechanic Works (South Zone)

**SPARE RETAILER CATEGORY**  
**NATIONAL WINNER:** Sri Venkateshwara Auto Agencies (South)  
**REGIONAL WINNERS:** Ganga Nagar Motors (North); Maini Motors (West); Bharadwaj Motors (East Zone)

**COMMERCIAL VEHICLE FANATIC CATEGORY**  
WINNER: ICICI Bank Ltd.  
RUNNER-UP: Axis Bank Ltd.

**LIFETIME ACHIEVEMENT AWARD**  
WINNER: Mr. D. P. Agarwal, Vice Chairman and Managing Director of TCI Ltd.

### QUOTE UNQUOTE

The Ministry has plans to construct 30km per day of highways to boost the road network. We are working towards the modernisation of RTO's procedures towards toll permits and vehicle registrations. This would ensure that truckers would no longer have to visit RTOs or get stuck at toll plazas hence resulting in higher productivity and turnaround in road transportation. Also, I appreciate Mahindra's CSR initiative for educating the daughters of drivers and driver training-cum-health care efforts.



-Nitin Gadkari, Hon'ble Minister of Road Transport, Highways and Shipping, Govt. of India

When we, in the Mahindra Group work to bring about positive change in the lives of other people, we call it our Rise for Good movement. These scholarships are part of the Rise for Good programme. And while we love supporting girls, our Mahindra Truck and Bus Division tries to change other lives as well. Through these Transport Excellence Awards, we recognise the importance of all the people who are a part of the transport ecosystem.



-Anand Mahindra, Chairman and Managing Director, Mahindra & Mahindra Ltd.

When we entered the heavy truck business, we realised we were new players in an industry that has been around for such a long time. As newbies, we could empathise with the next generation that was entering the transport industry in the shadow of their Papas. And in fact, not very keen to join their Papa ka business. It is here that we saw an opportunity of working with the nextgen of our ecosystem. And drive positive change by spreading the LIGHT OF KNOWLEDGE.



-Dr. Pawan Goenka, Executive Director and President—Automotive & Farm Sector, Mahindra & Mahindra Ltd.

Road transport has come a very long way indeed...Obviously, all this could not have happened without the hard work and determination of many individuals. It is this spirit of outperformance and excellence that we observe through the Mahindra Transport Excellence Awards.



-Rajan Wadhwa, Chief Executive—Truck, Power Train Division and Head—MRV, Mahindra & Mahindra Ltd.

We are committed to strengthen the Mahindra Transport Excellence Awards, which is a Rise initiative. For the fourth year in a row, we believe that Mahindra Transport Excellence awards are a celebration of the entire transport ecosystem. The overwhelming turnout every year gives us more support and confidence. It is a testimony to the fact the Awards recognises the Outperformers in the transport ecosystem, regardless of size, location or age.



-Nalin Mehta, Managing Director & CEO—Mahindra Trucks and Buses Ltd.



**REWARDING OUTPERFORMANCE:** Mr. Anand Mahindra, Chairman and Managing Director of Mahindra & Mahindra Ltd., Dr. Pawan Goenka, Executive Director and President—Automotive & Farm Sector—Mahindra & Mahindra Ltd., Mr. Rajan Wadhwa, Chief Executive—Truck, Power Train Division and Head—MRV, Mahindra & Mahindra Ltd., Mr. Nalin Mehta, CEO & Managing Director, Mahindra Trucks & Buses Ltd., Mr. Rajesh Mangal, Sr. VP Sales & Marketing, Mahindra Truck & Bus Division, Mr. Rajeev Malik, Sr. General Manager, Marketing, Mahindra Truck & Bus Division with all the winners of Mahindra Transport Excellence Awards 2014